

Gain your Competitive Advantage in the Gov Marketplace!

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Upcoming Events

Writing Proposals

All You Need to Know to Win!

After this all-day intensive you can expect to walk out with working knowledge of:

Strategic Planning:

- How to Choose the Right Markets and Prospects to Grow Your Business

Positioning to Win:

- How (and Why) to Build Client Relationships based on Long Term Targets

Capture Planning: Preparing for the Request for Proposal (RFP):

- Research – the contract opportunity and your competition
- Team (and Partner) to win
- Identify the strengths and weaknesses of your competitors and use them to your advantage
- Identify your team's strengths and weaknesses and match them to solicitation requirements
- Identify your team's Differentiators and use them as Proposal Themes

Analyzing, Interpreting, and Outlining the RFP:

- The SIP Process© - MarkeTrainer's exclusive, winning approach to breaking down an RFP -- analyzing the requirements, preparing a comprehensive proposal outline, and creating abstracts and other materials to support the proposal writing process.

The Finer Details of Writing the Proposal:

- How to use the team's Strengths, Differentiators, and Themes to tell a winning story
- How to write each part and piece of the proposal to match the RFP's Award Criteria

"SIP©" a Mock RFP

- Teams get to try out MarkeTrainer's SIP Process, working together to analyze / outline the key elements of a mock RFP

What Now?

- Know in advance what to do when you win

Recommended Prerequisite:

[Government Contracting Essentials - Dec 9, 2014](#)

Registration Fee: \$25 **(\$150 value!)**

January 22, 2015
8:00 a.m. - 8:00 p.m.

**Green River Community
College**
Kent Campus Station
417 Ramsay Way
Kent, WA 98032

Register Now!

**Choose from one of three
locations across the
state!!**



About the Presenter:

Lorraine D'Ignazio has more than 25 years of experience in sales and marketing including strategic planning; penetrating new markets; teaming strategies and negotiations; leading and managing multi-million

February 9, 2015
8:00 a.m. - 8:00 p.m.

**Spokane Falls Community
College**
3410 W Fort George
Wright Dr
Spokane, WA 99224

Register Now!

February 13, 2015
8:00 a.m. - 8:00 p.m.

Location TBA
Vancouver, WA

Register Now!

**This class is free, but
registration is required!**



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YouTube

**Plus: Prepare your Business for
Success in the Government
Marketplace in 2015!**
Washington PTAC can help

Government Contracting Essentials

Presented by: Tiffany Scroggs, Washington PTAC State Director

December 9, 2015 10:00 a.m. - 12:00 p.m.

Seattle, WA

- Attend this session to learn the essentials to grow your business in this marketplace
- Break through the clutter of State and Federal Contracting
- Marketing Strategies: Finding opportunities and subcontracting
- Registration Vitals: The most beneficial places to sign up
- Small Business Programs and Certifications
- Leveraging your Small Business status
- Finding ways to be proactive in responding to opportunities
- Plus: Bring questions for our Procurement Assistance Specialist to answer!

Registration Fee: Free

[Register Here](#)

dollar proposals and client presentations; liaison with Federal, state, and local governments; small business outreach; and management of lobbying activities for politically-sensitive projects and clients.

Construction Contracting Essentials

Presented by: Steve Shapro, former Navy Supply Corps Captain
January 29, 2015 10:00 a.m. - 12:00 p.m.
Kent, WA

- How the government buys construction services
- What makes construction contracts different & Why that's important to your business
- How the government evaluates construction proposals
- Common mistakes in proposal preparation

Recommended Prerequisite:

[Government Contracting Essentials](#)

Registration Fee: Free

[Register Here](#)

Legal Considerations for Construction Contractors

Presented by: Masaki Yamada, attorney at Ahlers & Cressman PLLC
Date & Location TBA
Seattle Area, WA

- Understand the essentials to bidding on public works, contract drafting and other legal considerations

Recommended Prerequisite:

[Government Contracting Essentials](#)

Registration Fee: Free

[Register Here](#)

GSA Schedule Proposal Preparation - 2 Day Intensive

Presented by: Georgia Tech GSA Schedule Experts
February 17 & 18, 2015 8:30 a.m. - 5:00 p.m.
Kent, WA

- Save time & money with an instructor-guided do-it-yourself approach
- Avoid mistakes that can delay or stop your GSA schedule proposal from being considered
- Receive expert guidance, valuable instruction, and answers to all

your questions

- Gain access to template and sample narratives based on successful GSA Schedule offers
- Receive up to four consulting hours after the workshop

Recommended Prerequisite:

[Government Contracting Essentials](#)

Registration Fee: \$1995

[Register Here](#)

ALLIANCE NW

Presented by: Regional & National Experts

March 5, 2015 7:30 a.m. - 4:00 p.m.

Puyallup, WA

- Attend the Trade Show & Network with Federal & State Agencies and Prime Contractors
- Matchmaking Sessions with Government Agencies & Prime Contractors
- High-caliber break out sessions
- One stop shop for meeting Government buyers and potential partners
- www.alliancenorthwest.org for details

Recommended Prerequisite:

[Government Contracting Essentials](#)

Registration Fee: Starting at \$85, check website for details

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